#BecauseofAmeriCorps Tweetstorm

Thursday, September 14th, 1–4 pm ET

Digital Toolkit

Host: **@Voices4Service**

Hashtag: **#BecauseofAmeriCorps**

Point of Contact: Shanelle Oliver, Director of Advocacy (soliver2@cityyear.org)

BACKGROUND

Voices for National Service is hosting the #BecauseofAmeriCorps tweetstorm on **September 14th** to highlight why AmeriCorps is vital to our communities. There is no better time to highlight this work. Congress returns to DC in mid-September from their August recess to resume work on the FY24 budget. Before budget decisions are finalized, we want to remind our lawmakers that AmeriCorps is an essential resource that must be funded to set up our local nonprofits and service members for continued success.

Please **join us on September 14th from 1–4 pm ET (12–3 pm CT, 11 am–2 pm MT, 10 am–1 pm PT))** and share how your organization is leveraging AmeriCorps resources and service members to respond to immediate and critical needs in your community.

While content below is framed for use on Twitter, this toolkit includes digital assets and social media content for your use across all social channels. We encourage you to also be creative in your expression of why AmeriCorps matters and what AmeriCorps has done for you, your community, your state, your members, and those that you serve.

In the lead up to September 14th, you can help us spread the word. Promotional posts and graphics can be found **here**. We've also included an email message below to help promote the #BecauseofAmeriCorps tweetstorm. Please ask your sites, affiliates, alumni to share this toolkit and join the tweetstorm.

#BecauseofAmeriCorps Tweetstorm Details

Date: Thursday, September 14th **Time:** 1–4 pm ET (12–3 pm CT, 11 am–2 pm MT, 10 am–1 pm PT)
Tweetstorm Hashtag: #BecauseofAmeriCorps
Organizations to tag: @AmeriCorps, @AmeriCorpsSr, @Voices4Service, @YOURORG, @YOURMEMBEROFCONGRESS (find your Congressperson's handles in this spreadsheet)
Secondary Hashtags: #AmeriCorpsWorks, #Stand4Service, #NationalService

SAMPLE EVENT POSTS

Post #1
#BecauseofAmeriCorps, students in 12,000+ schools nationwide receive the support of @AmeriCorps tutors, mentors, college advisors, and more. #NationalService plays an essential role in helping students reach their potential in the classroom and beyond.

Post #2
More than 140,000 older Americans serve with @AmeriCorpsSr each year. #BecauseofAmeriCorps, they can tap into their experience and wisdom to respond to local needs, while experiencing better personal health and well-being having served. @AmeriCorps #Stand4Service #AmeriCorpsWorks

Post #3
#BecauseofAmeriCorps, every $1 that Congress invests in #NationalService returns more than $17 in benefits to our community. Congress has proposed cuts to @AmeriCorps that could severely compromise this valuable community asset. #Stand4Service

Post #4
#BecauseofAmeriCorps, over 200,000 @AmeriCorps service members are working with local nonprofit and community organizations to meet the country's most critical needs, from housing to veterans' services to education. #Stand4Service

Post #5
#BecauseofAmeriCorps, more than 35K @AmeriCorps members and volunteers served to combat hunger last year, enhancing food security for 2.2M people across the country. Tell Congress that #NationalService is vital to addressing these local challenges: https://bit.ly/FY24AC

Post #6
#BecauseofAmeriCorps, there are approx. 65K @AmeriCorps & @AmeriCorpsSr members serving to prepare students for college, careers, and civic life. I encouraged my lawmakers to support #NationalService funding - join me! https://bit.ly/FY24AC

Post #7
#BecauseofAmeriCorps, nearly 245K veterans and military families received assistance, and more than 15K veterans continue serving each year with @AmeriCorps. Tell Congress #NationalService funding supports our veterans: https://bit.ly/FY24AC

Post #8
#BecauseofAmeriCorps, young people #GetThingsDone, all while gaining career skills and earning money for college. @AmeriCorps isn't just essential for communities; it's building the next generation of leaders. Tell Congress to invest in #NationalService: https://bit.ly/FY24AC

CREATE YOUR OWN POST

Organizations:

1) Provide specific examples of the impact your organization is making in your community (or state), thanks to the service of AmeriCorps members.
2) Utilize our hashtag, #BecauseofAmeriCorps.
3) If you have the space, tag @AmeriCorps and @Voices4Service.

Examples:
#BecauseofAmeriCorps, (@YOURORG) is able to (insert 1-3 examples of impact here). #Stand4Service #AmeriCorpsWorks

#BecauseofAmeriCorps, (@YOURORG) is able to recruit, train, and deploy X @AmeriCorps members who are (insert the locally determined need your AmeriCorps members are helping to address). Join us in urging Congress to #Stand4Service and support AmeriCorps: https://bit.ly/FY24AC *@Voices4Service #AmeriCorpsWorks*

Alumni:

1) Share the impact AmeriCorps service had on your life, some of your favorite memories serving, or the impact you made on your community/a community member while serving.
2) Be sure to tag @AmeriCorps and tag your service program.
3) Utilize our hashtag, #BecauseofAmeriCorps.

Examples:
As a former (@YOURORG) @AmeriCorps member, I served my community by (insert type of service work here). #BecauseofAmeriCorps, I was able to help over (insert number) low-income community members get access to (insert service here) or (other one-sentence example of impact). #AmeriCorpsWorks #Stand4Service

#BecauseofAmeriCorps and (@YOURORG), I was able to earn money to pursue my education. This opportunity opened doors for me that would not have been possible without @AmeriCorps. We need to tell Congress to #Stand4Service and protect AmeriCorps funding: https://bit.ly/FY24AC

Community Members/Leaders:

1) Provide specific examples of the impact AmeriCorps is making in your community (or state).
2) Be sure to tag @AmeriCorps and the local AmeriCorps service program.
3) Utilize our hashtag, #Because of AmeriCorps.

Example:
As the mayor of (insert town), #BecauseofAmeriCorps, I see the direct impact that @AmeriCorps has in our community daily (insert example of impact here).

I am grateful for @AmeriCorps members and the organizations they serve with, and their commitment to #GetThingsDone in (CITY/TOWN). #BecauseofAmeriCorps

Quick Tips:

- Where possible, share data or numbers! Quantifying your impact will help it stand out in a short post.
- If you are posting a thread, use #BecauseofAmeriCorps in each post.
- Posts with photos have higher interaction and engagement than posts without images. Use one of our graphics (link) or add a photo you have taken of AmeriCorps service in the community.
- We will be monitoring the hashtag #BecauseofAmeriCorps, but you can also tag @Voices4Service and we will be sure to amplify your post.
- If you want to increase the likelihood of your members of Congress seeing your post and the benefits of AmeriCorps in your community, tag them directly! Use this link to find their social media handles.
- If you want to use your post to also encourage others to take action, include the following hyperlink to drive your followers to send a letter to their congressperson, calling on them to fully fund AmeriCorps in FY24 appropriations: https://bit.ly/FY24AC.

SOCIAL MEDIA GRAPHICS

Please share your own images of AmeriCorps service or utilize our social media graphics found at this link.

To download and utilize our graphics, please follow the below instructions:

1. Review and access all social media graphics at this link.
2. Under each graphic, you can see what social media channel it is sized and designated for use (Instagram or Twitter).
    a. All graphics designated for Twitter use are also sized for use on Facebook.
3. If you wish to download the entire collection of Voices' graphics, you can download all graphics by clicking the "Download" button in the upper right corner of the screen.
4. Or click on each individual graphic(s) you wish to download, and in the bottom right-hand corner of the screen click "Download file(s)".
5. Save these file(s) to your computer and use on September 14th with your social media posts during the #BecauseofAmeriCorps tweetstorm!

Voices plans to create more graphics, including some customizable graphics, that will be uploaded to the above link. If you want to have more graphic options, check back periodically to see what we have added.

SHARE WITH YOUR MEMBERS/NETWORK

Sample email message:

Subject: Join the #BecauseofAmeriCorps Tweetstorm – September 14th

Body:

Voices for National Service is hosting a #BecauseofAmeriCorps tweetstorm on Thursday, September 14th from 1–4 pm ET. As [supporters/board members/alumni/community leaders] of [YOUR ORG], we are reaching out to **ask you to take a few seconds on the afternoon of September 14th to participate** and share how [YOUR ORG] and AmeriCorps are helping to address [critical needs] in [YOUR STATE, YOUR TOWN].

A tweetstorm is when a group of people post on social media about the same topic and use the same hashtag to raise awareness about an issue, causing it to trend. Congress is wrapping up an August district work period,

but they will return to DC in mid-September and will resume work on the fiscal year 2024 budget. Before budget decisions are finalized, we want to remind our lawmakers that AmeriCorps is an essential resource that must be funded to set up our local nonprofits and service members for continued success.

To make it easy, Voices for National Service has created a digital toolkit where you can access sample posts and graphics to utilize on September 14th. Please find that **toolkit here**. Or you can simply **click here to tweet** – which will open a link to a pre-populated tweet, all you have to do is hit send! But be sure to do so only on September 14th during the tweetstorm from 1–4 pm ET.

If you have any questions on the #BecauseofAmeriCorps tweetstorm, the digital toolkit, or would like further information on how you can help advocate for increased FY2024 AmeriCorps funding, please reach out to Shanelle Oliver, Director of Advocacy and Outreach, at **soliver2@cityyear.org.**